

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 3, 1998

**RJR Account #129850**

Mr. J. Smith

COOK WHOLESALE

**MARCH: WINSTON B2G1F / PROMOTION #800115**

Dear Jeff:

WINSTON B1G1F product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.) *Utilize on-hand product for additional 'Live' pack needs.*

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	LIVE UPC Code
<i>FF Box</i>	<u>1</u>	12300-11226	12300-11212
<i>Light Box</i>	<u>2</u>	12300-11926	12300-11906
<i>Ult Lt Box</i>	<u>1</u>	12300-70326	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE:

**1.6700**

SKU WT (w/o Product):

**4.5000 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**4 Full Price Cartons**

EFT \$ Amount:

**\$407.14**

PARTNERS 'BONUS' REPORTING DESCRIPTION

**'WIN MAR B2G1F'**

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-2-

B1G1F

COOK WHOLESALE

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F  
OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME  
STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

**BRAND STYLES:** WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

**DISPLAY BRAND LOAD:**

**\* 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

**EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This  
equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162602

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

MARCAMB2.DOC

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 6

DATE: 98-01-29

TIME: 11:28 AM

WHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>  
TEMPLATE : 800115 80300 WIN MAR B2G1F  
TEMPLATE SEQ : 0033  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162622	397933	JUBILEE #367	342 E CENTER ST	MEDINA	NY	14103	2				(716) 798-1285
162602		741974	OLEAR'S, INC.	7726 CHESTNUT RID	LOCKPORT	NY	14094	2				(716) 433-8245
162602		779212	TOWN PUMP GEN.STORE	1080 WASHINGTON S	SPENCERPORT	NY	14559	2				(716) 594-9273
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	2				(716) 798-4745
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428	2				(716) 293-2920
162602	162225	397797	BELLS #2130/F	121 N CENTER ST	PERRY	NY	14530	2				(716) 237-2910
162602	162622	398019	SCHMITT'S MKT	11279 RIDGE RD	MEDINA	NY	14103	2	NYS			(716) 798-0048
162604		697358	STEW'S GROCERY	18 E MANITOU RD	ROCHESTER	NY	14612	2				(716) 227-4898
162604	162630	035864	NORTH GREECE GAS	3570 LATTI RD	ROCHESTER	NY	14612	2	NYS			(716) 392-9921

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 18

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# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

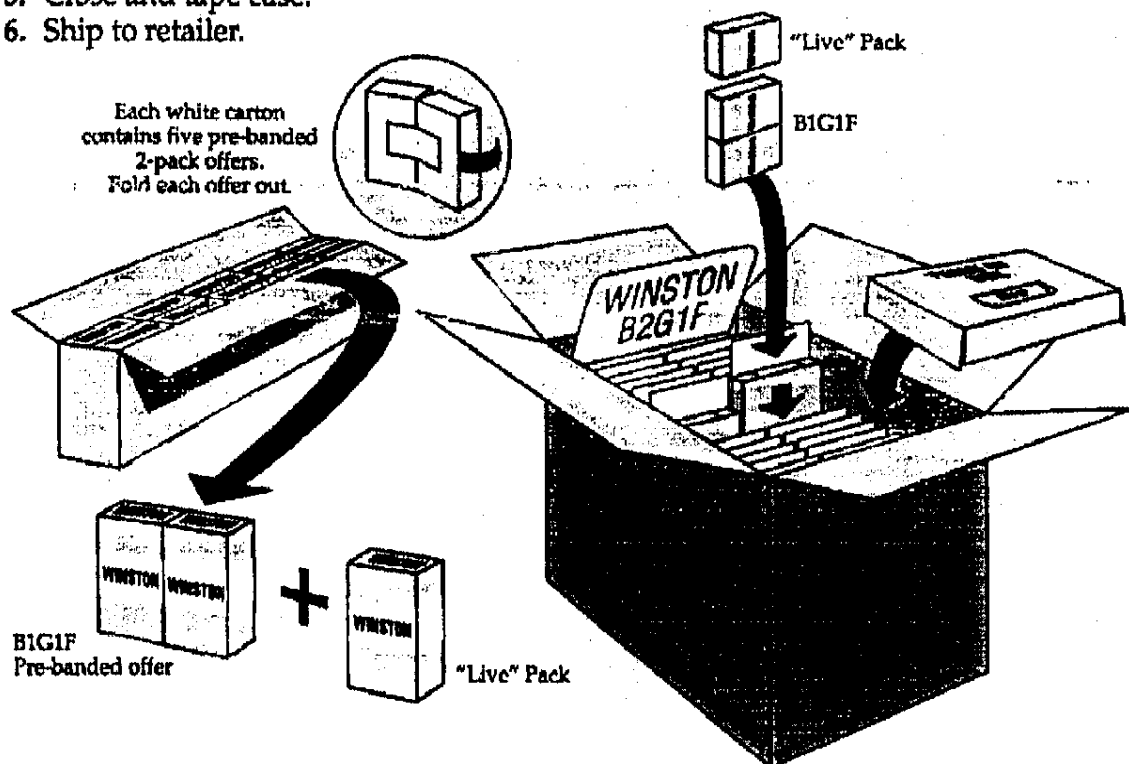
1ST QTR.'98

### March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

#### STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston UL. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	UL LT BOX			
Number of Cartons	2	1	1			

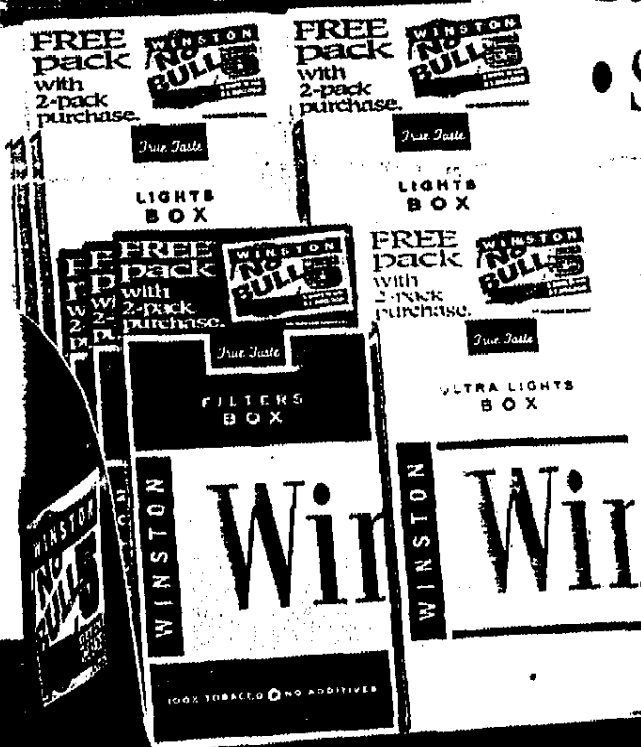
51845 6880

# FREE pack with 2-pack purchase

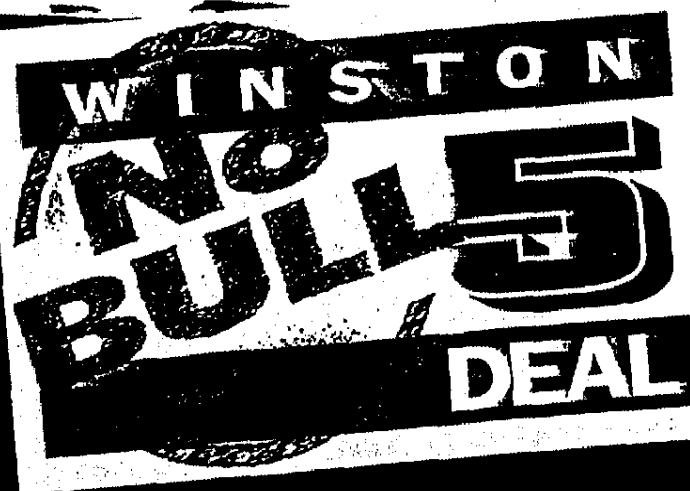
Smoke this  
**FREE pack**

with 2-pack  
purchase...

- Kick off March with this offer:  
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,  
Lights and Ultra Lights Box Styles.
- Dramatic counter display  
and poster.
- Another No Bull 5 way to  
build traffic.



**Winston**



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